

**EDUCATIONAL PRODUCT EVALUATION METHOD AND APPARATUS**

**ABSTRACT OF THE DISCLOSURE**

[0073] An educational product evaluation apparatus and method stores business goal rule data and analyzes an educational product based on the stored business goal rule data to determine how an educational product of interest, or a group of educational products of interest, conforms to the business goal rule data and hence strategic objectives of a business organization or other suitable entity. In one embodiment, analysis of the educational product includes generating one or more educational product alignment values for the educational product wherein the educational product alignment value is based on the educational product evaluation category values received, for example, from a learning management system or other source, and based on the stored business goal rule data. An educational product summary, such as a displayed form or printed form or other suitable representation, visually shows an overall business alignment value for each educational product under consideration.